



**COUNCILMEMBER DONNA FRYE**

City of San Diego  
Sixth District

**MEMORANDUM**

**DATE:** February 5, 2004

**TO:** Michael Uberuaga, City Manager

**FROM:** Councilmember Donna Frye *Donna Frye*

**SUBJECT:** PETCO Park Event Transportation and Parking Management Plan

At the Monday January 26 City Council meeting, the Council approved the PETCO Park Event Transportation and Parking Management Plan (ETPMP). As expressed at the meeting, I am concerned about the implementation costs of this plan given all of the City's other competing priorities for human resources. I am also very concerned about the impacts that ballpark traffic will have on the Convention Center.

Given the importance of this project, we need to consider some alternative implementation measures to ensure the success of this plan. The San Diego Convention Center Corporation, as one of the principle parties impacted by the new ballpark, may be an alternative that the City should consider.

I ask that you work with the Corporation to assess their interest in the implementation and management of the ETPMP, as well as their interest in coordinating input from the Task Force that the Council approved. If such interest exists, then I would further ask that your staff work closely and quickly with the Corporation to assist them in preparing a proposal that would come before the Council. In their proposal, I would ask that the Corporation delineate the costs of implementing and managing the plan.

Please let me know what action you intend to take on my request. Thank you.

cc: Honorable Mayor and City Councilmembers  
San Diego Convention Center Corporation